

Digital Insights

ADV 3500-292E

Online at <https://ufl.instructure.com/courses/408541>

Fall 2020

Instructor

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Office Hours: Wednesday 11am-12pm on Course Q&A or Zoom; Or by appointment

Course Description

Acquiring, evaluating, and analyzing information for advertising decisions. Emphasizes understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data.

Required Text

Boyle, M. P., & Schmierbach, M. (2020). *Applied communication research methods: Getting started as a researcher* (2nd ed.). Routledge. ISBN-13: 978-0367178710

Reading Requirements

The best predictor of success in this course is how much time you spend reading assigned materials. The course is designed so that (a) lectures elaborate on the readings, (b) assignments make use of concepts and processes articulated in the readings, and (c) quizzes and exams test concepts from readings, lectures, activities, and assignments. An online version of the textbook is available via UF Libraries: <https://bit.ly/2L1Lx4G>. In addition to the textbook, additional readings will be made available on Canvas throughout the course. You can also access valuable resources for this course at our library course guide: <http://businesslibrary.uflib.ufl.edu/adv3350>

Prerequisites

- 3JM ADV
- STA 2023
- minimum grades of C in ADV 3008 and MAR 3023

Course Learning Objectives

- Explain the varied ways in which different types of evidence are collected, analyzed, and applied in advertising and related media contexts
- Assess the reliability and validity of data-driven insights and be able to plan and design research to maximize the usefulness and quality of findings
- Understand the ways in which representation and diversity are critical aspects of research design, including, but not limited to, sampling and generalization.
- Appreciate how digitization has altered our ability to capture and analyze insights about audiences and consumers
- Gain familiarity with current approaches to segmenting audiences and consumers and to targeting groups and individuals

- Identify the ways in which the conduct and application of research should respect and engage with human variation in age, ability, gender, sexuality, ancestry, culture, and other forms of diversity
- Communicate findings and implications from a variety of research and analytic techniques
- Translate relevant evidence into recommendations for specific persuasive strategies and techniques

Grading

Assignments

The course is structured around an ongoing group project in which 3 to 4 students will plan and conduct research for a client. This client may be a hypothetical relationship: a real organization/brand/product that you don't have actual contact with. Or, this client may be a real organization/brand/product that you enter into agreement with. In either case, you must choose the client in consultation with the instructor, who must approve your final selection.

Grade Overview

There are 1,000 points available in this course. Points are accumulated in each module by completing and earning grades for activities, discussions, quizzes, tests, and assignments.

- Each activity (some individual, some group) is worth 3 points. There are 15, for a total of 45 points
- Each discussion is worth 3 points (6 points for final Q&A). There are 14, for a total of 45 points
- Each quiz is worth 15 points. There are seven, for a total of 105 points
- Each test is worth 50 points. There are two, for a total of 100 points
- There are four individual assignments (Google Analytics IQ, SONA credits, and two peer evaluations) worth 130 points in total.
- There are 16 group assignments, ranging from 10 to 50 points, worth 575 points in total.

In general, you can expect to receive feedback and a grade within a week of the submission deadline. Priority will be given to grading assignments, activities, and discussions that have followup assignments. For example, in Module 6, there are activities and assignments that build on each other to plan, execute, and report an ethnographic study. In these cases, feedback will be given rapidly (e.g., morning after submission deadline) to reasonably allow you to incorporate feedback into the followup assignment.

Grading Policy

A is 934 or more points
A- is 900 to 933 points
B+ is 867 to 899 points
B is 834 to 866 points
B- is 800 to 833 points
C+ is 767 to 799 points
C is 734 to 766 points
C- is 700 to 733 points
D+ is 667 to 699 points
D is 634 to 666 points

D- is 600 to 633 points
E is 599 or fewer points

More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>).

Course Policies

COVID-19 Protection and Care

During this course, you will not (and should not) meet with your group members in person. All teamwork must be conducted virtually, to avoid unnecessary physical proximity during the pandemic. Your group should discuss how to best communicate and collaborate. Although Canvas and email are a good starting point, you may wish to join a group chat or use collaborative workspaces such as Google Docs or Dropbox (<https://cloud.it.ufl.edu/>).

Likewise, research methods that might normally involve face-to-face encounters (ethnography and focus groups) must be moved to online formats at this time. Modules 6 and 7 should use digital formats for data collection.

Please take the UF COVID Safety Pledge at <https://sg.ufl.edu/ipledgeflorida/take-the-pledge>. As the university and other institutions attempt to partially re-open, it is important that you and every other person exercises the maximum amount of caution and prevention. Please be a gator for the greater good and follow all guidelines, including mask coverings and social distancing.

In the event that your health, family, living arrangements, or schedule is disrupted by the pandemic, please contact the instructor via email to request the support or extra time that you need. This semester may be unpredictable, but you still deserve the full educational experience that you've enrolled in. We are here to make sure that happens. Please monitor UF's communications about coronavirus (<https://coronavirus.ufl.edu/>) and follow guidelines.

Participation

Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a short period of time, simply let the instructor (and group members, if relevant) know in advance.

Deadlines

In principle, all deadlines in this course are final. Exceptions and extensions can be made, if notice is given in advance via a professionally-worded email. The instructor reserves the right to accept or reject requests for absence or extensions. Absences for reasons recognized by the university can be excused if notice is given in advance (or as soon as possible in the event of a genuine emergency). If an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

Course Communication

Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via Canvas inbox or email to Dr. Johnson

(benjaminkjohnson@ufl.edu). I typically respond within a few hours. I also encourage you to make good use of open discussions on Canvas.

Technology Requirements

The students are required to have access to a laptop or computer with reliable Internet access. They will need the UF VPN (<http://www.uflib.ufl.edu/login/vpn.html>) to access some library resources off-campus, as well as their Gatorlink credentials.

Students will need access to a word processing program and a database program (Excel or similar). UF provides access to virtual versions of these Office programs at UF Apps. You will be asked to access a number of online resources such as Simmons, LinkedIn Learning, and scientific journals, via UF Libraries or its dedicated page for Advertising Research (<https://businesslibrary.uflib.ufl.edu/adv3350>).

Additionally, students need to be able to install one piece of free software on their own computer, Jamovi stats.

The final module includes a video assignment which must be uploaded as a file or hyperlink, and which can be created by a video platform of the students' choice (including Zoom).

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

Class Demeanor

Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in group work and during discussion, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify the instructor and I can help.

Netiquette Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For more information, refer to the Netiquette Guide for Online Courses (<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>)

UF Policies

Honor Code

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:

<https://guides.uflib.ufl.edu/copyright/plagiarism>
<https://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf>

<https://plagiarism.arts.cornell.edu/tutorial/index.cfm>

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. You may also use the free iThenticate service via UF to check your work in advance (<https://elearning.ufl.edu/supported-services/ithenticate/>).

Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

Accommodations

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (<https://disability.ufl.edu/about/contact-us/>) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

Online Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Please note (adapted from <https://doi.org/10.1371/journal.pone.0216241>): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor. Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation please keep this in mind and make an effort to resist stereotypes about professors. Focus on your opinions about the content of the course (the assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

Resources

Health and Wellness

U Matter, We Care (<https://umatter.ufl.edu/>) If you or a friend is in distress, please contact umatter@ufl.edu or (352) 294-2273 so that a team member can reach out to the student.

Counseling and Wellness Center (<http://www.counseling.ufl.edu/>) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit <https://counseling.ufl.edu/about/location-hours-contact/>.

Title IX (<https://titleix.ufl.edu/>) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, inform@titleix.ufl.edu, or (352) 275-1242.

Student Health Care Center (<https://shcc.ufl.edu/>) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

University Police Department (<http://www.police.ufl.edu/>) UPD can be reached at (352) 392-1111 (or 9-1-1 for emergencies).

Academic Resources

E-learning Technical Support (<https://elearning.ufl.edu/keep-learning/>) For help with Canvas and other technologies for this course, contact helpdesk@ufl.edu or (352) 392-4357 (select option 2).

Career Connections Center (<http://www.crc.ufl.edu/>) For career assistance and counseling, contact UFCareerCenter@ufsa.ufl.edu or (352) 392-1601; Located in Reitz Union suite 1300.

Ask-A-Librarian (<https://uflib.ufl.edu/find/ask/>) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center (<https://teachingcenter.ufl.edu/>) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

Writing Studio (<http://writing.ufl.edu/writing-studio/>) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

UF Online/Internet Privacy Statement (<https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>) UF's statement about privacy and data security.

Disclaimer

This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.